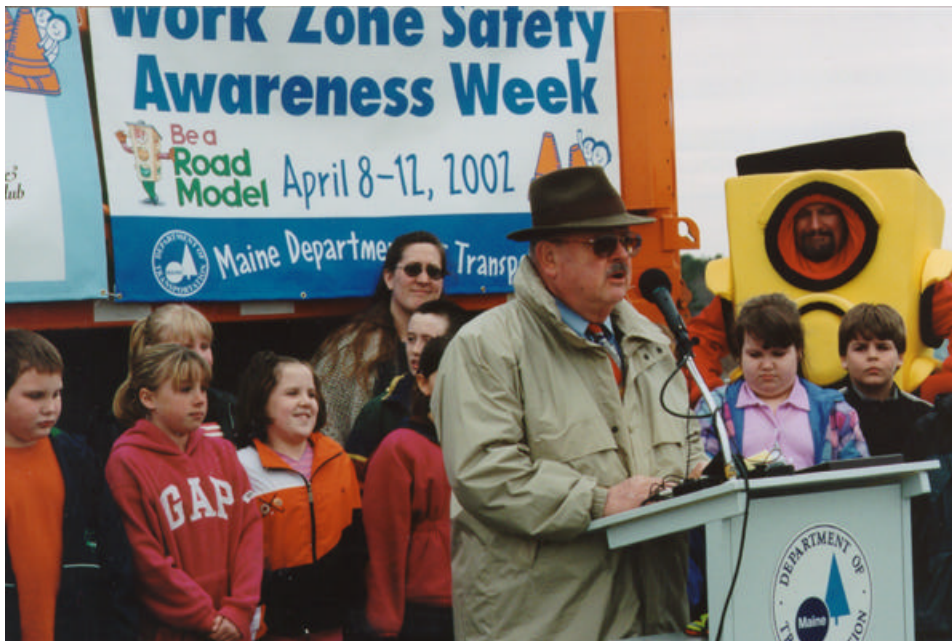




MDOT Sponsors Work Zone Safety Awareness Week

Prepared by:
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John Dority, Chief Engineer at MaineDOT speaks at the April 8th news conference. Poster contest winner Brandon Bickford is just left of Mr. Dority's shoulder. He is joined by his classmates from Teresa C. Hamlin School in Randolph.

For the third consecutive year, MaineDOT has sponsored events in observance of National Work Zone Safety Awareness Week, April 8-12, 2002. This year's efforts were coordinated by the Work Zone Safety Team and media consultant Garrand & Company to help get the message out to the public. The team, which included representatives from Associated Constructors of Maine, FHWA, the Maine Turnpike Authority and several others initiated a successful public information campaign which included:

- 4th grade Design-A-Poster Contest: Over 25 schools statewide submitted more than 500 posters. Eight finalists were chosen and the winning entry was selected by the public via the internet. Brandon Bickford from the Teresa C. Hamlin School in Randolph won the \$1,500 class trip, and the 7 finalists received plaques.
- Web Site: www.mainebackseatdriver.com has been updated to go along with the school contest and includes teacher packages and downloadable games. Work Zone Safety facts are also posted on the MDOT Work Zone Safety web site at <http://www.state.me.us/mdot/workzone/homepage.htm>.
- Press Conference: MaineDOT Chief Engineer John Dority launched Work Zone Safety Awareness Week by publicly announcing the fourth-grade winner of the contest and reading a proclamation from Governor Angus King. Division Administrator Paul Lariviere, of the Federal Highway Administration, Colonel Michael Sperry of the Maine State Police and Peter Merfeld of the Maine Turnpike Authority also spoke. TV channels WCSH-TV and WMTW-TV were on hand as were Brandon Bickford's classmates and teacher -- lots

of fun! We gave them hardhats and vests, and John Dority presented Brandon a “large” check and a plaque to commemorate winning the contest.

- Work Zone Safety promotional posters using Brandon’s winning entry are being posted at Turnpike Service Centers and Big Apple Stores statewide. The poster is also being displayed at select Information Centers, State Parks, and MaineDOT rest areas.
- Clear Channel¹ radio will air “Be a Road Model” public service announcement safety spots recorded by students of the winning class.
- WGME TV-Channel 13 aired a live interview with MaineDOT Safety Management Coordinator Gerry Audibert on April 8th and Flash Facts Work Zone Safety tips on April 10th and 12th on their morning Daybreak program.
- WGAN radio interviewed Gerry Audibert on the morning of April 8.
- Radio stations WBLM, WBZN and WSYY each hosted a call-in contest to answer work zone trivia questions. Three getaway prize packages at the Bethel Inn were awarded.
- Maine conducted an employee Work Zone Safety Quiz that included 35 teams and nearly 400 employees participated in the. Thirteen teams won in the free breakfast prize.
- MaineDOT was one of the participants in the New England Patriot’s ticker tape parade, along with Flash, the MaineDOT safety icon.



Poster contest winner Brandon Bickford (center-without hardhat) from the Teresa C. Hamlin School proudly holds the \$1,500 class trip check with his classmates. His winning poster is seen in the upper left. The class also received hard hats and safety vests. Standing in the back row with Brandon's class and teacher are Colonel Sperry and Flash, the MaineDOT safety character.



Paul Lariviere (FHWA) addresses the group at the April 8 news conference while other speakers John Dority (left-MaineDOT) ,and Maine State Police Col. Michael Sperry look on. Poster contest winner Brandon Bickford is joined by other students from Mrs. Hall's 4th grade class at Teresa C. Hamlin School in Randolph. The news conference was held at the Johnson Street, South Portland construction site.

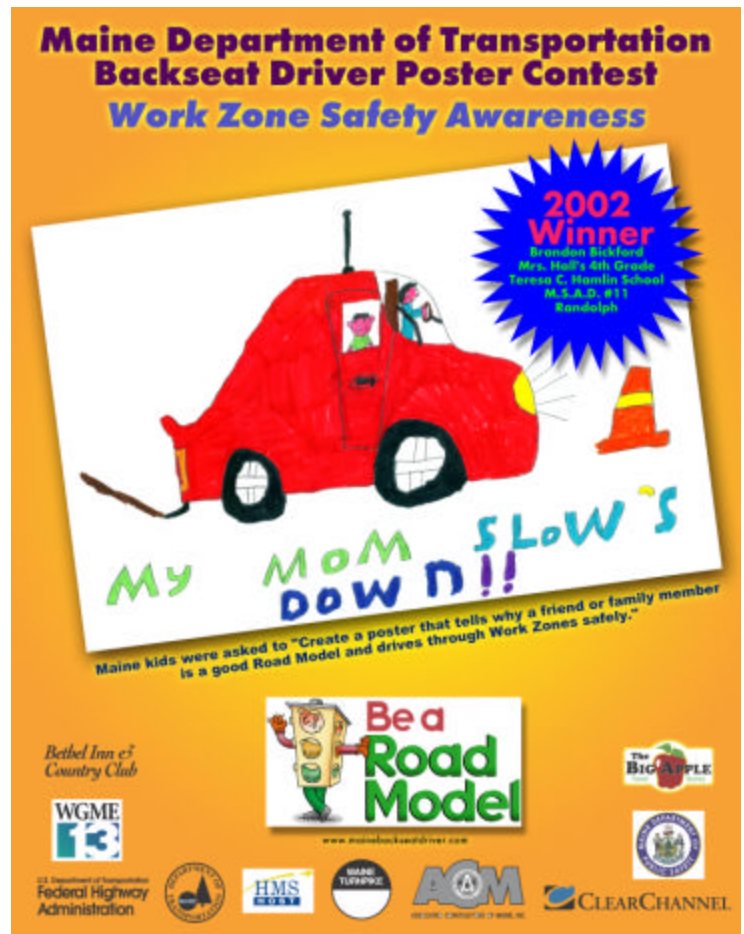
¹ Includes radio stations WABI, WWBX, WBFB, WFZX, WGUY, WKSQ, WLKE, WNSZ, WVOM, WBYA, WQSS, WCMC, WRKD-AM, WABK, WCME, WFAU-FM, WIGY, WKCG and WTOS.

A couple of sights you will be seeing more of in Maine:



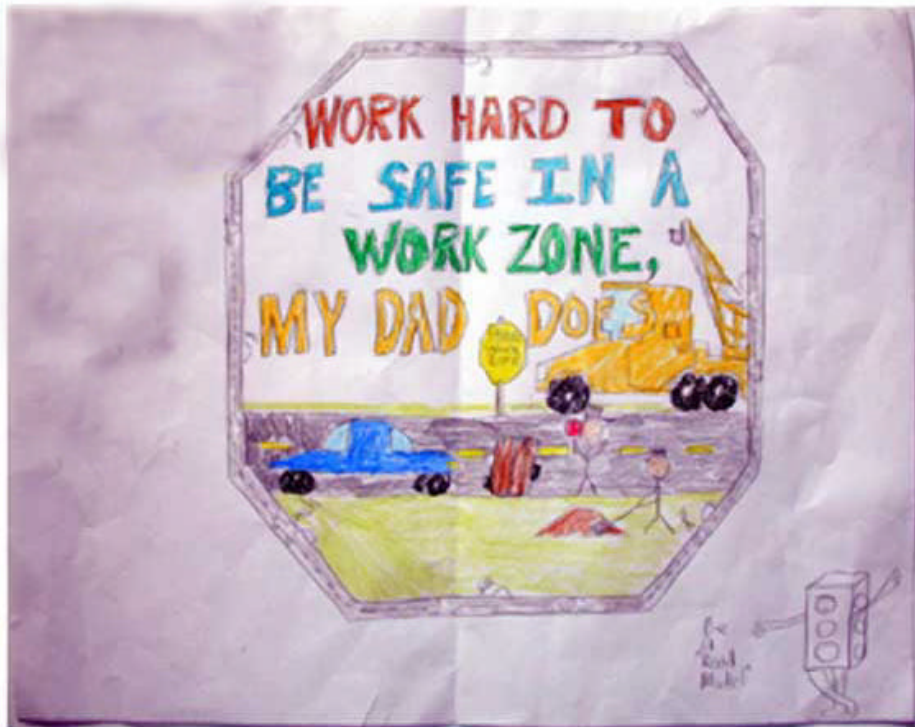
Above: The “Be a Road Model” logo being used in the WGME-Channel 13 Transportation Safety Campaign and other MainedOT safety promotions.

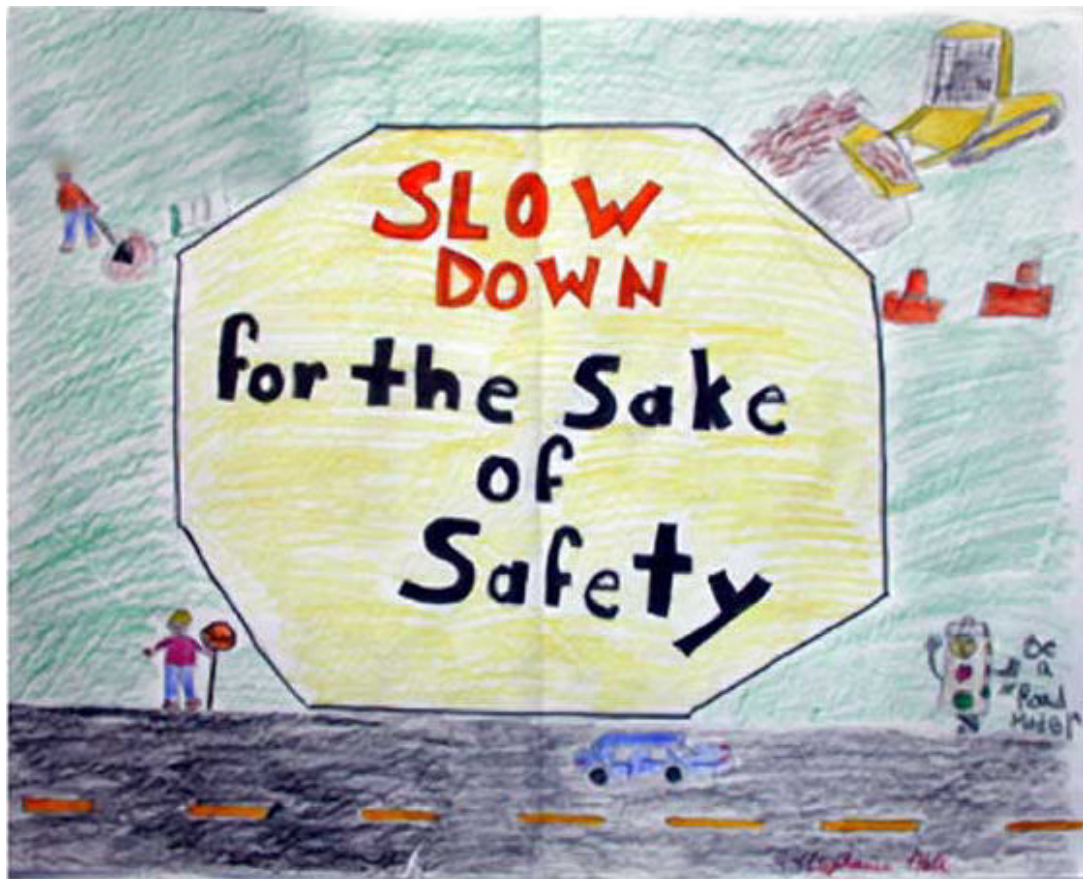
Right: Brandon Bickford’s winning entry included in a Work Zone Safety promotional poster that is displayed at Maine Turnpike Service Centers, Big Apple Stores, Information Centers, and Select State Parks and MainedOT rest areas throughout Maine.

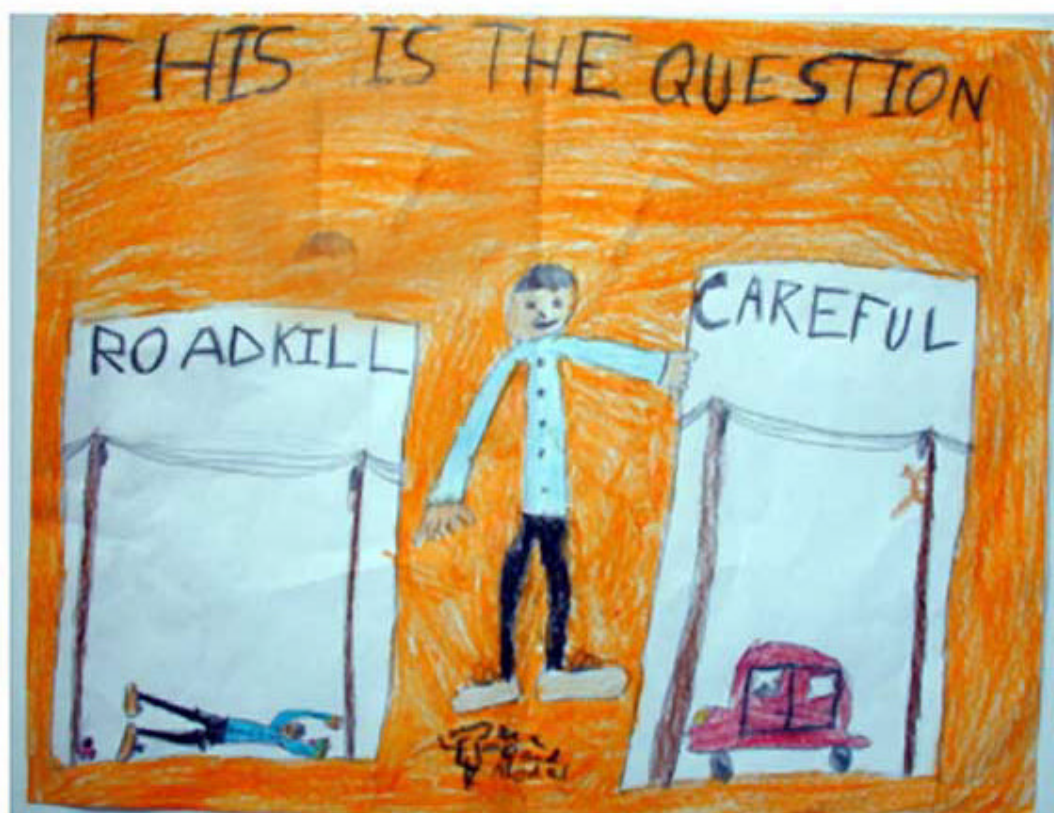


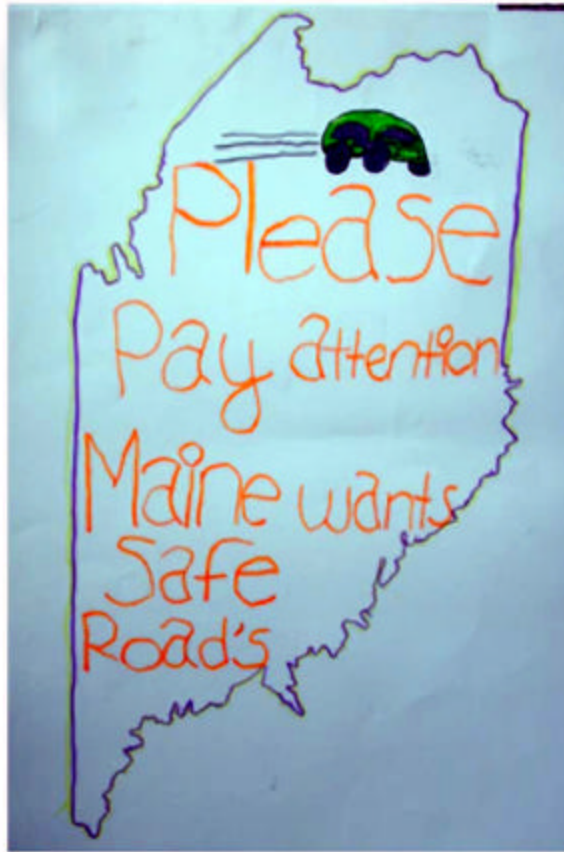
Poster contest winner Brandon Bickford with Flash and Colonel Sperry.

Other Poster Contest Finalist entries:









Other Contest Winner & Finalist Photos

One of the winning teams from the Maine DOT Employee Contest



Front row, left to right: Eileen Lord, Kim King, Sue Towle

Back row, left to right: Tom Parks, Sandy Porter, Gregg Goggin, Doreen Corum, Jean Genest

Fourth Grade Poster Finalists



Right, Maine DOT Division Engineer Roger Gobeil
Left, Mrs. Gagnon, teacher
Center, finalists from the Carl J. Lamb School in Springvale



Rhonda Waterman (not pictured) provides plaques to finalists at St. John's Catholic Church in Brunswick. Three students from Mrs. Swinton's and Mrs. Decker's class were finalists.